

**SYSTEM AND METHOD FOR TRACKING PLACEMENT
AND USAGE OF CONTENT IN A PUBLICATION**

ABSTRACT OF THE DISCLOSURE

- 5 A method, a program embodied in a computer readable medium, and a
system for tracking a placement of content in a publication are provided. In
one embodiment, for example, the method includes the step of detecting at
least one placement tag associated with a content element in a computer
system, the content element comprising at least a portion of a content item to
10 be placed in the publication. The method also includes the steps of
determining at least one position in the publication at which the content
element is placed when the at least one placement tag is detected, and,
generating a placement report that logs the at least one position of the content
element within the publication.